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Business Travel Orientation



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Preparing for business travel

- **Why you should visit overseas markets**
 1. Before any transaction occurs: you need face-to-face.
 2. Familiarize yourself with cultural nuances that may affect design, packaging, or advertising of your product.
 3. Get new customers during your visit



Preparing for business travel

- **Basics**

1. **Passport:** is it valid? Do you need a visit to enter the country you are visiting?
2. **Medicines:** bring your over-the-counter with you.
 - Prescriptions might need documentation.
3. **Weather**
 - Dress appropriately
 - Women may need to research appropriate dress and business protocol.
 - Always overdress.
4. **Present-giving**
 - Depends on the country



Preparing for business travel

- **Itinerary**

1. Well planned schedule is a must. Overload is counterproductive.
2. 2-3 definite appointments, confirmed in advance and space comfortable throughout the day.
3. If jet lag is an issue, arrive a day early.
4. Learn what a normal workday is in the country your are visiting.

- **Cultural Factors**

1. <http://www.culturegrams.com>
2. This area deserves individual research.



Preparing for business travel

- Taking your products overseas

1. ATA carnet: an international customs document that allows the holder to temporarily (up to one year) import goods without payment of normally applicable duties and taxes, including value-added taxes.
2. The carnet eliminates the need to purchase temporary import bonds. So long as the goods are re-exported within the allotted time frame, no duties or taxes are due.
3. Failure to re-export all goods listed on the Carnet results in the need to pay the applicable duties. Failure to remit those duties results in a claim from the foreign customs service to the importers home country.
4. <http://www.atacarnet.com>



Asia

Common Guidelines

- **Relationships are key to eventual business success**
- **Respect age and position... they are often correlated**
- **Negotiations begin at the executive level and continue at the mid-level**
- **“Saving face” is an important concept to understand**
- **Avoid western-style jokes in formal situations**
- **Know who the decision makers are...it may not be obvious**
- **Oral agreements are often preferable to written ones...contracts can be renegotiated...they are never final agreements.**



China

Greetings

- Nod politely or bow slightly when greeting. A handshake is also acceptable and expected when greeting Americans
- The Chinese prefer formal introductions...use titles
- Family names come first...be sure you know which is the last name.
- Many people will start a conversation by asking, "Have you eaten yet," to which it is appropriate to respond that you have, even if you haven't.

Gestures

- Chinese people do not like to be touched by people they do not know.
- Chinese do not punctuate conversations with gestures as much as Westerners do.
- They point with an open hand rather than one finger

Visiting

- Being more than a few minutes late is impolite.
- Guests conduct themselves with restraint and refrain from loud, boisterous speech and actions.

Eating

- At restaurants, diners choose from several dishes on a revolving tray at the center of the table. Hosts, not guests, turn the revolving tray, and people leave soon after the meal ends.
- Guests prepare a short speech to respond to a host's remarks
- Tipping has traditionally been an insult, but it is popular in the Guangdong and Fujian provinces and is spreading.



Japan

General Attitudes

- Politeness is extremely important; a direct “no” is seldom given, but a phrase like “I will think about it” can mean “no.”
- Also out of politeness, a “yes” may be given quickly, even though it only means the person is listening or understands the speaker’s request.
- Never single out an individual...group identity always prevails
- Decision making process can be very slow

Personal Appearance

- Conformity, even in appearance, is a characteristic of the Japanese.
- Always dress formally...dark suits, white shirts and tie (men)

Greetings

- A bow is the traditional greeting between Japanese, but handshakes are expected when meeting with Westerners
- Japanese are formal, and titles are important in introductions. A family name is used with the suffix –san.
- Always exchange business cards...it identifies you.

Gestures

- Yawning in public is impolite.
- Chewing gum in public is generally considered ill-mannered
- Cover your mouth when using a toothpick.



SE Asia

Greetings and Conversation

- Handshakes have become an accepted Western custom in the Philippines, Malaysia, Vietnam, Singapore and Indonesia
- Wai -- resembling a prayerful gesture -- is the official protocol of Thailand.
- Don't shake hands too firmly...it can be interpreted as aggression.
- Always acknowledge the oldest people in the room first. Upon leaving, repeat this ritual.
- First names are never used until enough familiarity has been established between the parties.
- Raised voices, displays of anger and pointing with your index finger are considered rude.
- Don't rush a Southeast Asian associate to make a decision...may result in distrust.

Business Meetings

- Business appointments are set up several weeks in advance and confirmed as a courtesy a day or two before.
- Punctuality is extremely important even though meetings often start out with small talk and light refreshments.
- SE Asians prefer to negotiate in person rather than by phone or email.



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SE Asia

Eating and Drinking

- Formality is expected at all times.
- The oldest person or more senior official always takes the lead in being seated as well as taking the first bite.
- It's a show of respect toward the host to leave a small bit of food on your plate after the meal.
- Meals in private homes are typically served family style.
- Refrain from taking a second helping until it has been offered to you.
- Chopsticks -- when offered -- should never be used to point or gesture, nor should they ever be stuck in your bowl of rice between bites like a pair of rabbit ears.
- If your glass needs refilling, allow someone to do this for you, then return the favor.



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SE Asia

Gifts

- If you're invited to someone's home for dinner, it's customary to bring a wrapped gift
- Choose your wrapping paper color carefully:
 - *Singapore*: white, blue or black paper are associated with funerals
 - *Thailand*: avoid are green, black and blue..whereas yellow/gold is favorable
 - *Philippines*: No color taboos
 - *Indonesia*: red and gold are considered lucky
- Your host won't open the gift until after you leave, so as not to hurt the feelings of those left out

In Public

- Beware when criticizing the government in some countries...making disrespectful remarks about Thailand's royals could cost you a fine
- Be reverent around religious images and statues
- Avoid public displays of affection beyond hand-holding



Gestures differ by Country

Vietnam

- Inappropriate to touch another person's head, the body's most spiritual point
- Rude to summon a person with the index finger
- Use both hands to pass an object to another person

Indonesia

- It is polite to beckon only to children, close friends, or drivers.
- To get someone's attention, wait to be noticed, clear your throat, or clap your hands—depending on the situation
- Never use the left hand to touch others, point, eat, or give or receive objects
- To point, use the thumb instead of the finger

Philippines

- Hand movements not excessive in conversation. Raising the eyebrows can mean “hello” or “yes”
- A quick head nod can mean “I don't know”
- Often point by puckering lips
- A widely opened mouth may mean “I don't understand”



Europe

Meeting and Greeting

North

- Shake hands with everyone present -- men, women, and children -- at business or social meetings. Shake hands again when leaving.
- Handshakes are firm with eye contact.
- Allow the hosts to introduce you at parties.
- Use last names and appropriate titles until specifically invited by your hosts or colleagues to use their first names.
- Academic and professional titles are used frequently.
- First names are reserved for very close friends and family.
- If you speak French or German, use the polite form (Vous, Sie)
- If they give you a business card, look at it with respect.
- If you are late by more than 15 minutes, you should call the person that you are going to meet

South

- Use "Signore" (Mr.) and "Signora" (Mrs.), plus the family name, when introduced to strangers
- Do not use first names until you are invited to do so
- Between executives and subordinates, first names are not used in South European business culture
- Business etiquette requires that personal and professional titles be used constantly, whether in casual conversation or formal writing
- Familiarity is important business culture, ensure that you find a well-connected contact that can establish the right introductions on your behalf
- South Europeans are not very punctual. However, as a visitor, you must arrive on time. Be prepared to wait 15-45 minutes before your Italian counterpart appears.
- Business is often discussed during this break, over lunch
- Avoid any appointments during the holiday period. You may not receive a satisfactory reply until September



Europe

Corporate Culture

North

- Punctuality for business and social meetings is taken very seriously and expect that you will do likewise. Call with an explanation if you will be delayed.
- Business cards in English are acceptable. Hand your business card to the receptionist upon arrival for a meeting. Give a card to each person you meet subsequently.
- Generally, English is spoken in business with foreigners. Inquire beforehand to determine if an interpreter is needed.
- Business climate is very conservative. Meetings are generally impersonal, brisk, orderly, planned and task oriented.
- The tendency is to get right down to business after a few minutes of general discussion.
- Presentations and reports should be orderly, well-prepared, thorough and detailed.
- North Europeans are fair bargainers but not hagglers. Discussions are detailed, cautious, and often pessimistic. Decisions are made methodically.
- It is not acceptable to call a business person at home unless there is an emergency.

South

- South Europeans generally prefer to do business with only the most important people in any organization
- The use of business cards is common and you should have your card translated into the local language on the reverse side
- Ensure that any advanced educational degrees and your full title or position are featured on both sides of your business card
- Present a warm, dignified demeanor during the meeting
- Bring a carefully planned, logically organized proposal to the meeting
- All presentation materials and packaging should be aesthetically pleasing
- Hierarchy is key, especially in larger traditional Italian businesses
- There is tremendous respect for power, as well as age
- In South European business culture, most decisions are made in “closed quarters” by various people, not just the highest figure in authority.



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Europe

Dress

North

- Appearance should always be clean and neat. The North Europeans are known for conservative and neat attire.
- Overly casual or sloppy attire is not appreciated.
- For business meetings, men should wear suits and ties; women should wear suits or dresses.

South

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Europe

Helpful Hints- North and South

- **Be very punctual.**
- **Show great respect for elderly.**
- **Don't litter (you will be scolded publicly).**
- **Don't chew gum or clean your fingernails in public.**
- **Refrain from putting your hands in your pockets while talking with people.**
- **Never put your feet on a desk, chair or table.**



Mexico

Conducting Business

- It is customary to have “gatekeepers” and security. To be permitted in, always carry an ID
- Mexicans prefer meetings to conference calls; however, conference calls are welcome
- Business conducted at mealtimes are very common
- Bear in mind official holidays that are different from those in the United States
- Try to learn about the differences in the legal systems: Common Law vs. Roman Law
- Learn the difference between a Notary Public in the United States and a “Notario Público” in Mexico
- Consider using professional translators and interpreters if you do not speak Spanish
- It is important to have your presentations and promotional materials correctly written in Spanish



Mexico

Safety Tips

- Credit Cards
 - Carry only one, and keep the rest at a safe place in the hotel.
 - In restaurants, request that the terminal be brought to your table, so you that you are always in control.
- Currency Exchange
 - Dollars in cash, are difficult to exchange (except at the airport, or your hotel). It is safer to bring travelers checks or pay with a credit card. Please check the Peso – Dollar rate of exchange, to have a good idea of what things cost.
- ATMs
 - Most hotels have ATMs. They are better and safe to use. Regular bank ATMs provide access to anyone holding a bank card.
- Hotels
 - Mexico's business life is hectic. When visiting Mexico try to have confirmed hotel reservations.
 - Keep your valuables in the hotel safe.
- Taxi Cabs
 - Don't flag a cruising taxi. Use one from a taxi stand (called "sitio") or a hotel taxi. These are safe taxies.



Mexico

Safety Tips

- Restaurants
 - Avoid the street vendor stands, even if the smell and look of the food they are selling is enticing. Hotel restaurants are safe and there are chains of commercial restaurants that can be found all over the country
- Water
 - Drink bottled water, which can be found everywhere.
- Documents and Other:
 - Passport (always keep a photocopy with you, so if it gets lost you can contact the U.S. Embassy or U.S. Consulate to obtain a permit to return to the United States)
 - Money- Take with you only the cash you may need for a specific purpose
 - Keep a Wallet Card. A copy of is available from our office
 - Register your trip. In case you have no contacts where you are going, make sure you register your visit with the corresponding U.S. Embassy or Consulate



Mexico

Traveling

- Please make sure that you have:
 - A valid passport with enough duration to allow you to return to the United States
 - A valid Visa if you are traveling to a location requiring one
 - A return flight, either scheduled or open, but always a possibility to return home
 - A valid credit card in your name (either personal or company) with enough credit to cover all your expenses
 - A Wallet Card with the required information. You can obtain one from our office
 - Have valid medical insurance to cover your visit to a foreign country
 - Carry a good cell phone with coverage in the foreign country, according to your requirements
 - Have a valid international driver's license, if you are planning on renting a car
 - Have the number of the U.S. Embassy or the U.S. Consulate for the area of your visit (in your Wallet card).



Brazil

Meetings and Communication

- Invest time and money to travel abroad to have a one-on-one meeting with your potential business partner. Business relationships often require that trust be established between both parties which is most effectively done through face-to-face interaction.
- Be persistent in establishing communication. Phone calls are preferred over emails due to the delay in responding to electronic correspondence. However, getting a hold of a live person may be difficult, therefore; using both methods is ideal.
- Brazilians are very casual about their use of time. Expect them to be late and allow plenty of time between different meetings.
- Small talk is common during initial meetings and Brazilians have a tendency to express a greater level of emotion. Do not be impatient: this initial interaction defines the tone of the development of the business relationship.
- Although English is spoken by most Brazilian business executives, it is definitely not universally spoken outside of major commercial centers. The ability to speak Portuguese is extremely useful (note that Portuguese and Spanish are not the same language and the use of the latter may be culturally insensitive to Brazilians).



Brazil

Dress

- Appearances are extremely important to the Brazilian culture and men are advised to wear conservative dark suits. Women tend to be less conservative in their dress and often “dress to impress”.

Other Helpful Tips

- Consider working with local professionals such as lawyers and accountants. They will have crucial knowledge about the Brazilian market and will be helpful in reducing costs associated with corruption, governmental inefficiency, legal and bureaucratic complications, excessive taxation, and poor infrastructure.
- Do not be thrown off by the Brazilian way of doing business. Its high context business culture means companies are usually not explicit about their intentions and are inclined to establish verbal agreements rather than legal contracts. Business relations in Brazil can be very informal and at times uncomfortable for individuals accustomed to the American way of negotiating.
- Business becomes stagnant, if at all existent, during holidays due to vacationing of the Brazilian workforce. Do not expect any significant business developments during those times including Christmas, New Years, Carnival (forty days before Easter), Easter, Independence Day (September 7).



Brazil

Visa Requirements

- Passport and visa is required. Brazilian visas must be obtained **in advance** from the Brazilian Embassy or consulate nearest to the traveler's place of residence.
- The U.S. Government cannot assist travelers who arrive in Brazil without proper documentation.
- Foreign travelers must fill out a small immigration form on arrival that will be stamped and handed back by immigration officials at the airport. **It is important to retain this form** in order to hand it in to immigration officials upon exit from the country. Visitors who lose this form will have to get clearance from the Brazilian Federal Police to leave the country and may have to pay a fine.
- For current entry and customs requirements for Brazil, travelers may contact the Brazilian Consulate:
30 E. 100th. S., Suite 950
180 South 300 West, Suite 130
Salt Lake City, Utah 84111
(801) 363-4936
saltlake@brazilian-consulate.org
- Other helpful links:
http://travel.state.gov/travel/cis_pa_tw/cis/cis_1072.html#entry_requirements
<http://www.brasilemb.org/>



UPCOMING SEMINARS

- October 20 - After Sale Service
- November 17 - How to Use the Automated Export Service (AES)



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